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EDITOR AND
PUBLISHER

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FIRST WITH THE FILM NEWS IN CANADA

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1915-1954

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Canadians In Detroit For MGM Do

By JAY L. SMITH



On The
beam

You have to hand it to Columbia Pictures; they never miss a trick, when there is one to be taken. Not content with walking away with the largest number of Academy Award nominations, and piling up a record-shattering first-half profit for the new year, they are going all-out on "The Long Gray Line," which will probably be their Academy Award nomination for 1955. Last Sunday, in conjunction with the opening in New York City of the picture, the entire student body of West Point paraded down Broadway to the Capitol Theatre to attend the showing of the picture. In addition, President Harry Cohn and V-P Jack Cohn have mailed two tickets to the Capitol, good for the run of "The Long Gray Line" to every Columbia stockholder in the N.Y. metropolitan area. How smart can you get?

Despite the fact that everyone, exhibitors, distributors and public alike, had 3-D dead, buried and almost forgotten, we see that Universal-International have different ideas on the subject, and are bringing out a new 3-D thriller, "Revenge of the Creature." My bet is that it will click, and a new, improved 3-D will be going strong again.

Note that a member of that august body, the British House of Commons, Lt.-Col. Lipton by name, on being told that the U.S. film companies had received \$25,000,000 out of their earnings in British theatres during the past year, remarked, "A shocking waste of dollars on a lot of rubbish." Oh, brother! It is hard to figure how any so-called adult male, of sufficient intelligence to

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Toronto Contingent Participate In MGM's 8th Workshop Series

A contingent of 25 Canadians will attend the MGM Workshop in Detroit at the Statler Hotel, Tuesday, February 22nd. Representatives from four leading Canadian Circuits along with an estimated 200 American exhibitors will hear a panel of exhibitor and distributor showmen discuss methods of stimulating extra boxoffice patronage. Those scheduled to attend from Canada are:

Mr. Raoul Auerbach, Vice-President, Twinex-Century Theatres. Mr. E. Taylor, Manager, Vanity Theatre, Windsor

(Continued on Page 3)

Shopping Centres In Suburbs Increase

Shopping centres are on the upsurge in Canada with the majority situated in the suburbs. Of interest to the film industry is the fact that one of these has already opened a theatre and another is planned. In

(Continued on Page 3)

Give Away Program For Ladies Initiated In Five Toronto Houses

Five Toronto suburban Famous Players theatres, the Beach, College, Parkdale, Alhambra and the St. Clair, following through on the stepped up promotional activity — in Famous Toronto suburban houses have initiated a program of free gifts every Monday, Tuesday, Wednesday and Thursday nights. The promotion with the label of "Ladies Night" started last Monday with the first gift a ball point pen. A feature of the promotion is the "no service charge."

Plans underway in what appears to be an experimental testing of an idea which has taken strong hold in many merchandising industries, calls for a different gift every week.

Battle Cry Tour Set For Western Canada

Jonas Applegarth, full-blooded Cree Indian from the Hobbema Reserve near Calgary, Alberta, who plays Shining Lighttower in "Battle Cry," will make a personal appearance tour through western Canada.

Applegarth will be in Calgary, February 23rd, for 4 days, in Vancouver, B.C., February 26th, for 4 days, in Victoria, B.C., March 2nd, for 1 day and Edmonton, March

(Continued on Page 3)

ANNUAL VARIETY VILLAGE GRADUATION

February 24
6.30 P.M.

Royal York Hotel
Toronto

WOMPI's on the March Meeting Next Week

WOMPI, or Women of the Motion Picture Industry, has for the past few months been in the state of organization, pioneering, and unfolding in Toronto. Three general meetings have been held, and after the last dinner meeting at the Diet Kitchen the By-Laws which are used in the U.S.A. were studied and amended for Canada. Forty girls were at this meeting. The organiza-

(Continued on Page 3)

IATSE Annual Meet Convenes In Hamilton

The executive conference of the 61,000-member International Alliance of Theatrical Stage Employees and Moving Picture Operators at the Royal Connaught Hotel, Hamilton, during the week of Feb, 14

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JARO Launches 10th Anniversary Billings Drive-Product Tops

Commencing Monday, the 21st of this month, JARO celebrates its 10th Anniversary in Canada with a billings drive competition. Their Branch Managers received wonderful co-operation from the exhibitors during the Branch Managers' play-date drive in 1954 and know this co-operation will continue during this competition.

In the space of 10 short years, J. Arthur Rank has built his Organization from scratch into one of the major film distributors of Canada and is now supplying 75 per cent of the possibilities in this

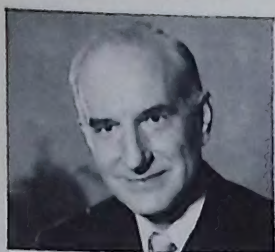
(Continued on Page 7)

Amusement Tax Must For Sask. Drive-Ins

Two drive-in theatres now within the Saskatoon city limits, will have to collect amusement taxes from their customers in the 1955 season and thereafter, just as downtown theatres do.

(Continued on Page 6)

FILM INDUSTRY GOES OVER THE TOP IN ITS CONTRIBUTIONS TO TORONTO'S ST. MICHAELS HOSPITAL FUND CAMPAIGN.



RUSSELL DOWNING
Managing Director of
Radio City Music Hall

THE BIGGEST PICTURE FOR THE BIGGEST THEATRE!

When the Music Hall seeks an attraction for the most important playing time of the year, the Easter holidays, it selects the finest entertainment the industry can offer. It's a tip-off for all exhibitors on the BIGNESS and money possibilities of M-G-M's "THE GLASS SLIPPER".

☆



M-G-M presents the
perfect entertainment

*It is predicted that
Leslie Caron's new
picture will be on
10 Best lists, just
as "Lili" was.*

The Glass Slipper

A screenful of romance, music, spectacle
in radiant COLOR starring

LESLIE CARON • MICHAEL WILDING
KEENAN WYNN • ESTELLE WINWOOD • ELSA LANCHESTER • BARRY JONES

Written For the Screen by HELEN DEUTSCH • Ballets by ROLAND PETIT • Featuring BALLET de PARIS • Photographed in EASTMAN COLOR

Directed by CHARLES WALTERS • Produced by EDWIN H. KNOFF

(Available in Perspecta Stereophonic or 1-Channel Sound)

WOMPI's

(Continued from Page 1)

tion will not be wholly in operation until these By-Laws are approved by the National Council of WOMPI in the U.S.A.

WOMPI undertook its first charitable work at Christmas time when an open house was held at lunch-hour in the Paramount Screening Room, coffee was served, and the girls brought gifts for Christmas hampers. The gifts poured in, the girls bringing clothes, food, toys, money, etc. Paramount's screening room was loaded! One girl's father donated a shipment of fruit.

From this endeavour, a large family, two elderly ladies, and a number of children were provided with abundance for Christmas.

The next meeting — there is one regular member's meeting a month — will be a buffet supper and screening February 24th at Premier Operating. JARO is supplying a film. Guests, girls in the industry, are always welcome to the social evening held once a month. WOMPI has fifty-five members at present in Toronto. Dues are \$5.00 a year.

The first big endeavour of WOMPI will be their "FUN FROLIC" at the Independent Order of Odd Fellows Hall, 299 College St. on March 14th. An evening of scrabble, bingo, bridge, fish pond, entertainment, refreshments, etc. will be held. It promises to be a good time for everyone, and WOMPI hopes the industry will support it. Tickets are .75c.

IATSE MEET

(Continued from Page 1)

got off to a cordial start with a banquet under the auspices of the Hamilton Projectionists' Local 303 of which Harry Thornberry is president.

Among those who greeted International President Richard F. Walsh and other officers were City Controller Sam Lawrence, President James Stowe of the Hamilton Trades and Labor Council and Hugh J. Sedgwick, Canadian IATSE vice-president. The program was organized by Thornberry, F. E. Baldassari, H. W. Usher and others of the Hamilton Local.

BATTLE CRY

(Continued from Page 1)

4th, for 2 days.

In each city, Applegarth will hold press conferences and give radio and TV interviews on all local stations. Irving Herman, WB's Canadian Director of Advertising will accompany him.

DIGEST

Across the Country

Toronto and District

The Toronto City Council finally reached the decision to place a ban on the staging of carnivals and other exhibitions under community auspices at any of the parks within the city limits. But the policy does not go into effect until 1956 because of commitments this year.

Ald. Herbert Orliffe said little carnival proceeds went into the treasury of sponsoring organizations while considerable damage was done to park lawns.

The death has occurred in a Montreal hospital of Tancrede Marcil, 78, a member of the Quebec Board of Cinema Censors, who was a graduate of Laval University and had been a newspaperman for many years. He was quite well known in Toronto where he had attended conferences of censorship boards and other meetings.

The Broadway Theatre, on Queen Street in downtown Toronto, has a new type of premium. Thursday night each patron is presented with a 20-cent Shoppy, the popular hot dog.

Maritimes

The Film Bowling League is holding a special Screening at the West Side 'Community' theatre next Saturday night. The following Saturday night it is planning a toboggan party at Renforth. Earlier in the Winter a very successful and enjoyable sleighing party was held. Miss Kay Ryan of International Films and Mr. Maurice Scully of R.K.O. are the energetic co-organizers of this year's Film Bowling League's activities.

The theatre at Whitney Pier, Nova Scotia operated by the M. E. Walker Circuit has been sold to Mr. George Khatter who also operates the 'Casino' theatre at Whitney Pier.

Mr. Joseph Smith, shipper at R.K.O. Film Distributing Company was married in St. David's Church on January 29th to Miss Shirley Anne Gibbon. More than 200 guests attended the wedding reception which was held in the Orange Hall at East Saint John.

Ottawa

Mr. and Mrs. Greene of Ottawa, parents of actor Lorne Greene, were guests of Manager Jimmie Chalmers for the premiere of *The Silver Chalice* at the Odeon Theatre. The proud couple and their son were given a big hand by the opening night audience when Lorne appeared on the screen in his role of Peter the Apostle.

Work of the National Film Board in interpreting Canada to Canadians and other nations was greatly aided through film councils which had taken on the physical task of distribution, Dr. A. W. Trueman told members of Ottawa's Rotary Club during luncheon at the Chateau Laurier. The Government Film Commissioner also paid high tribute to members of the National Film Board which he said was dedicated to the service of Canada.

Elaine Grand, Dick McDougall, Gil Christie, Percy Saltsman of Toronto's Tabloid TV show, were given a royal welcome while here for two days to televise the International Dog Derby. Autograph hounds were on hand in the hundreds, from the moment of the popular stars arrival in the capital city until their departure late Saturday night for their home base in Toronto.

Walt Disney's *Vanishing Prairie* played four smashing big weeks at the Little Elgin before calling it a day. Other hold-overs were *Desiree* at the Capitol Theatre and *Carmen Jones* in the main Elgin Theatre.

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MGM WORKSHOP

(Continued from Page 1)

Twinex-Century Theatres.

FAMOUS PLAYERS

Mr. Dan Krendel, Theatre Supervisor, District "A"; Mr. Bert Brown, Promotion Manager; Mr. Norman Barker, Asst. Advertising Manager; Mr. Bill Trudel, Theatre Supervisor; Mr. Joe Lefave, manager, Capitol, Windsor; Mr. Ed. Lamoureux, manager, Palace, Windsor; Mr. Bob Knevels, manager, Tivoli theatre, Windsor; Mr. Bruce Fraser, manager, Park Windsor; Mr. Jim Hooper, Centre, Windsor.

ODEON

Mr. Jim Hardiman, Advertising Manager; Mr. Ralph Bartlett, manager, Odeon Sarnia.

PREMIER OPERATING

Mr. D. Axler, Head Office; Mr. M. McPhee, manager, Strand, Simcoe; Mr. J. Gamlin, manager, Strand, Tillsonburg; Mr. T. Cleaver, manager, Strand, Ingersoll; Miss H. Murphy, manager, Strand, Aylmer; Mr. A. R. Axler, manager, Vogue, Leamington; Mr. H. Sills, manager, Capitol, Wallaceburg; Mr. Max Allen, manager, Vogue, Leamington; Mr. H. Schedewitz, manager, Lyric, Kitchener; Mr. J. Musclow, manager, Capitol, Kitchener; Mr. J. Willard, manager, Avon, Stratford.

Mr. Chet Friedman, Press Representative, MGM Pictures of Canada Ltd.; Mr. Garfield Cass, Ontario Branch manager, MGM Pictures of Canada Ltd.

SHOPPING CENTRES

(Continued from Page 1)

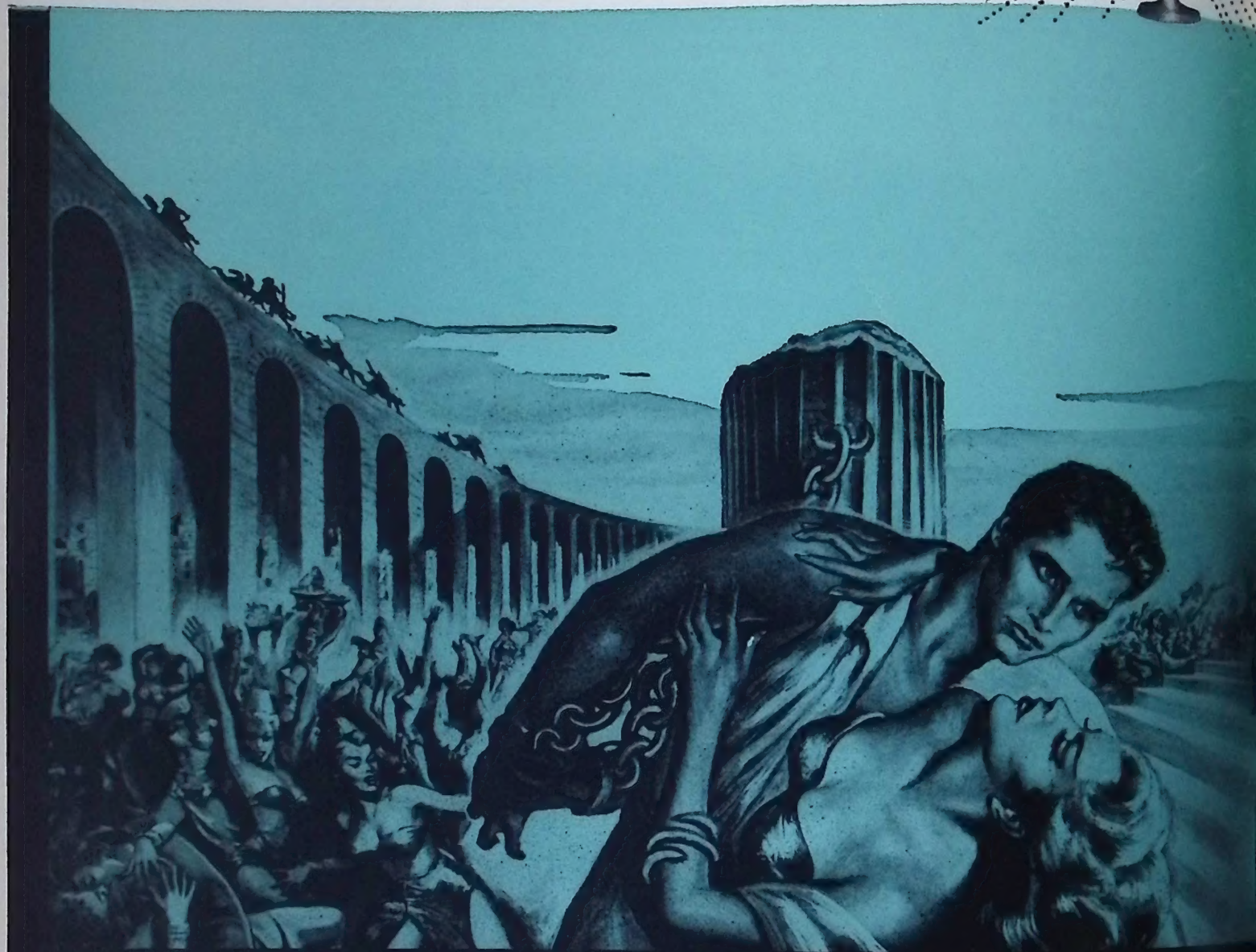
addition, many of these deluxe projects are keeping suburbanites close to home by scheduling community type activities and providing late Friday evening shopping hours which have tended to leave its impact on our business.

This new development over the last few years has taken hold across the Dominion with shopping centres either in operation or planned in Vancouver, Edmonton, Calgary, Regina, Winnipeg, Windsor, Hamilton, Kitchener, Toronto, Sudbury, Ottawa, Montreal and St. Johns.

US Firm Lists Famous Stock In Can. Holdings

The Financial Post last week in listing the Canadian stocks held by a US investment fund showed holdings of 5,000 Famous Players shares valued at \$146,216 and forming 0.6% of their entire Canadian assets.

THE SILVER CUP



WARNER BROS. PRESENT THOMAS B. COSTAIN'S RECORD BEST-SELLING
A VICTOR SAVILLE PRODUCTION IN
CINEMASCOPE WITH A CAST OF THRONING THOUSANDS, STARRING
WARNECOLOR · STEREOPHONIC SOUND VIRGINIA PIER JACK
MAYO · ANGELI · PALANCE · NEWMAN AND INTRODUCING PAUL

EVERY BREATH-TAKING MOMENT OF THE
OF TRUTH AND TEMPTATION EVER WRITTEN

CHALICE



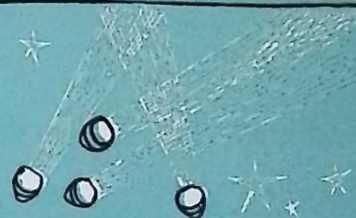
ER READ BY OVER 25 MILLION!

Written for the screen by
LESSER SAMUELS
Associate Producer

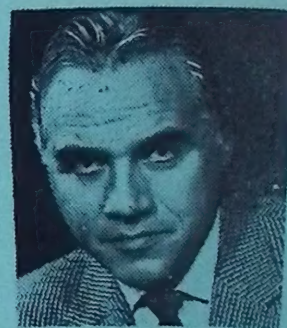
DIRECTED BY
VICTOR SAVILLE
PRESENTED BY
WARNER BROS.



MIGHTIEST STORY
TOLD — EVER LIVED



and introducing
CANADA'S OWN



LORNE GREENE

in his FIRST motion picture
appearance . . . as "PETER
OF THE MIRACLES"

Based on the book by
the great Canadian author
THOMAS B. COSTAIN



*"...for this
was the time of
Temptation and this was
the day of Sin"*



On the Beam

(Continued from Page 1)

represent the people of Great Britain, or a portion of them, in Parliament, could make such a stupid statement in public. All the work that the J. Arthur Rank Organization has done towards fostering better relations between the British and U.S. film industries over a period of years, could be completely dissipated in one fell swoop by this kind of thinking out loud. Mr. Davis wants better reception for his British pictures, and yet his efforts are being sabotaged by men like Lt.-Col. Lipton. It would be a good idea if Col. Lipton consulted the British exhibitors before sounding off. If he did, he would learn that without U.S. films, 90 per cent of the British theatres would be forced to close their doors within six months.

Congratulations to Paramount Pictures, and Y. Frank Freeman, vice-president in charge of production for the studio, on receiving the 1955 Fame Award of Achievement, presented annually by Martin Quigley. The award was given in recognition of Paramount's development of Vista-Vision.

See where Warner Bros. report an increase of 57 per cent in net profit for the quarter ending Nov. 25, 1954. Sales were up over \$3,000,000 over the same period last year, and the net profit came to \$1,203,000 compared with \$765,000 for the same period in 1953.

Looks as if David O. Selznick is definitely going back into production with a two-picture deal lined up with Metro-Goldwyn-Mayer. The last picture Selznick made for Metro, of course, was "Gone With the Wind." We can only hope that he can come up with two that will even approach "GWTW" in lasting power at the box-office.

According to the American trade reports, Allied States board of directors are going to go ahead with their plan to get Congress to regulate film rental prices in the U.S. If they continue along these lines, they are heading for the biggest headaches the film industry has ever had to face, for once the Government starts regulating one phase of our industry, who is going to be the one that can dissuade the legislators that they should not control every phase of the business. Surely before it goes too far, the real brains in our industry both in exhibition and distribution, will sit down and

straighten out the beefs of both exhibitors and distributors, and keep our inter-industry problems in our own backyard.

AMUSEMENT TAX

(Continued from Page 1)

This decision was reaffirmed by city council when it refused a request that the two theatres be relieved of the duty of collecting amusement tax. Until Jan. 1 these drive-ins were in Cory municipality where no amusement tax is collected. This is still the position of a drive-in theatre on the city's outskirts, near Sutherland.

City council recently set a licence rate of \$1.25 per speaker for the two drive-ins now within the city's boundaries, whereas formerly they paid \$2 per speaker to Cory.

One of the reasons for the reduction by the city was that the saving would partly compensate the theatres for their new duty of collecting the 10 per cent tax.

Reporting on the request, City Commissioner Harold Balfour said: "It cannot be denied that the application of the amusement tax on the two drive-ins within the city limits does upset the previous relationship between these two theatres and their Sutherland competitor. It would not be practical nor reasonable, however, to relieve them of the application of the amusement tax bylaw and still keep it applicable to other theatres in the city and other places of amusement."

Odeon Contest Helps Showmanship Clicks

According to the latest report on the Odeon Better Management Contest from Ron Leonard of the headoffice advertising department, the point leadership in the showmanship division had been taken over by the Odeon Theatre, Victoria, B.C. In second place at the moment, three points behind, was the Hamilton Capitol whose manager Nicky Langston was 1954 champion showman.

Leading the combined showmanship-attendance race was the Rialto, Edmonton, with the Vancouver Hastings and Toronto Hyland second and third.

The Paradise Theatre, Toronto had turned the tables on the McCarthy Theatre, Belleville, for leadership in confectionery sales on points. Third place in this standing was held by the Danforth, Toronto.

British Academy Award Winners '54

The British Film Academy's Awards for 1954 went to many JARO stars and productions. The best British actress award went to Yvonne Mitchell for JARO's "Divided Heart" and to Cornell Borchers of Germany, also in "Divided Heart" for the best foreign actress of the year. "The Divided Heart" is due for release on May 8.

Kenneth More received an award as best British Actor for his performance in "Doctor In The House."

Rank's ("Chance Meeting" formerly "Young Lovers"), received two awards. David Kossoff as the most promising newcomer to British films for his performance in that film, which also received the award for the best British screen play. "Chance Meeting" is due for release in Canada March 15th.

"The Divided Heart" received a special award titled "United Nations" for illustrating the principle of the United Nations Charter.

The Academy's premier award for the best film from any source was won by the French-Italian production "Wages Of Fear" which will be distributed by JARO.

The award for the best foreign actor of the year went to Marlon Brando for his performance in "On The Waterfront" and other awards went to: "The Great Adventure" (Sweden) best documentary; and "Song of the Prairie" (Czechoslovakia) best animated film.

THE DEADLY PEACEMAKER

Jan Sterling has been signed to co-star opposite Robert Mitchum in "The Deadly Peacemaker."

Benefit For Variety In Hamilton A Success

After putting on a highly-successful fifth annual benefit show for Variety Village at the Palace Theatre, the Hamilton Theatre Managers Association, headed by Duncan Campbell, held a reception in the Century theatre for the many contributing artists and musicians and special guests, the party being arranged by Manager Mel Jolley of the Century.

Confectionery which had been donated by Toronto companies was sold during the performance to help swell the fund, while Columbia Pictures of Canada donated the screen feature, "Three Hours to Kill." Len Moss thanked everybody.

Manager Al Ford of the Palace, who was chairman of arrangements, welcomed the large audience, Master of Ceremonies Ron Leonard of Toronto introduced Sandy McDonald, the 1955 Easter Seal Timmy, and Don Hudson was the evening's accompanist. Telegrams were received from Marilyn Bell and Gus Ryder of Toronto.

FOX SIGN ENGEL

Samuel G. Engel, Twentieth Century-Fox producer whose two latest CinemaScope pictures, "A Man Called Peter" and "Daddy Long Legs" will be seen here later this year, has signed a new contract with the studio.

A STAR IS BORN

Jack Dagal, Warner Bros. general manager for Japan, has concluded arrangements for the opening of "A Star Is Born" in nine key Nippon cities in May, he notified Jack L. Warner in a cable from Tokyo.

AMUSEMENT STOCK QUOTATIONS

1954-55		For Week Ending February 19th, 1955		Sales		High		Low		Last		Net	
High	Low	Stock & Divid.	in Dollars	100s	100s	High	Low	High	Low	High	Low	Change	Change
TORONTO STOCK EXCHANGE													
28 7/8	19	Fam. Players 1.60x		50	28 7/8	27 3/4	28						
N.Y. STOCK EXCHANGE													
27 1/2	15	Am. Br-Par		10	27 1/2	27 1/2	27 1/2	27 1/2	27 1/2	27 1/2	27 1/2	+1 1/2	
39 1/4	19 3/4	Col Pict 1 1/4r		155	38 3/4	35 3/4	36					-1	
18 1/8	9 1/4	Decca Rec .70		287	16 1/2	15 3/4	15 3/4			15 3/4	15 3/4	- 1/4	
22	13 1/4	Loew's .90e		587	21	20 1/4	20 1/4			20 1/4	20 1/4	- 3/8	
40 3/8	26 1/8	Para. Pict. 2		72	38 7/8	38 1/4	38 3/4			38 3/4	38 3/4	+ 3/8	
7 1/4	3	Republic Pictures		322	7 3/8	7 1/8	7 1/8			7 1/8	7 1/8	+ 1/8	
8 7/8	2 7/8	RKO Pictures		33	7 7/8	7 1/8	7 1/8			7 1/8	7 1/8	+ 1/8	
10 1/4	4 1/2	RKO Thea. .20g xd		221	9 5/8	9 1/4	9 3/8			9 3/8	9 3/8	+ 1/8	
22 3/8	11 1/8	Stan. War. .85e		200	22 3/8	21 1/4	21 1/4			21 1/4	21 1/4	-1 1/8	
31 1/8	18 1/4	Twent. Cen. 1.60a		211	29 3/4	28 3/8	28 3/8			28 3/8	28 3/8	- 3/4	
32 1/4	18 1/2	Univ. Pict. 1a		34	30 3/4	29 1/2	29 1/2			29 1/2	29 1/2	- 3/4	
21 1/8	13 3/8	Warn. Bros. 1.20		56	19 3/8	18 1/4	18 1/4			18 1/4	18 1/4	- 3/8	
AMERICAN STOCK EXCHANGE													
6	3 3/8	Allied Art. .10g		38	5 1/8	4 7/8	5			5	5	- 1/8	

UNLISTED STOCK

	Bid	Asked
Para. Oshawa Theatres	12.50	\$2.00
Skyway Drive-In Theatre	1.25	8.50
Cons. Theatres "A"	7.50	4.50
Cons. Theatres "B"	3.50	105
Loew's Thea.	101	

Quotations, Courtesy of
J. H. CRANG & CO.
40 Adelaide W., Toronto



JARO'S 10th

(Continued from Page 1)

country. From an unknown Company, the trade mark "the man with a gong" is now a "must" on the screens of Canada.

During these 10 years JARO introduced to the movie-going public such great names as James Mason, Jean Simmons, Audrey Hepburn, Stewart Granger and such great box-office films as "The Madonna of the Seven Moons," "Wicked Lady," "The Seventh Veil," Oscar-winning "Hamlet," "Great Expectations" and "Oliver Twist." Alec Guinness, through the Rank Organization, has become a great star in both Canada and the United States.

1954 was the greatest year in the history of the Organization both in this country and throughout the world with such long run pictures that were in general release as "The Kidnappers," "Doctor In the House," "The Maggie" ("High and Dry" in the U.S.), Gregory Peck's "Man With A Million"; the introduction of a new comedian, Norman Wisdom, his first picture was "Trouble In Store"; and such great colour action pictures as "West of Zanzibar," "The Seekers" and "Rainbow Jacket."

Already both Pinewood and Ealing Studios have turned over production into the VistaVision process and the first films going into production are "Value for Money". Nevil Shute's best selling novel, "A Town Like Alice", A. J. Cronin's "The Spanish Gardener", "All For Mary", "Windom's Way" and "An Alligator Named Daisy".

Under the leadership of Vice-President and General Manager Frank Fisher and General Sales Manager Frank Vaughan, the Company has grown and is growing in importance.

Films which are to be sold during this 10th Anniversary year are true entertainment, giving the theatre-goer comedy, drama, action and colour.

Great books make great films. H. E. Bates' best selling novel, "The Purple Plain" starring Gregory Peck, in colour by Technicolour is currently enjoying extended runs in both key and secondary key houses. Somerset Maugham's "The Beachcomber" (Technicolour) with Robert Newton and Glynis Johns; John Harris' "The Sea Shall Not Have Them" — the greatest sea story since "The Cruel Sea", starring Michael Redgrave, Dirk Bogarde, Nigel Patrick, Bonar Colleano and Anthony Steel; "The Ship That Died Of Shame", by Nicholas Monsarrat — author of "The Cruel Sea," and the story of

the midget submarines and human torpedoes that sank the "Tirpitz" called "Above Us The Waves", starring John Mills, Donald Sinden and John Gregson.

Ealing Studios, whose films have never wavered in quality, bring Robert Donat back to the screen in "Lease Of Life", (Eastman Colour), acclaimed by trade, press and public alike as one of the finest family films.

"Chance Meeting" with beautiful Odile Versois and a young American actor David Knight, was awarded the finest film from any source at last year's Edinburgh Festival.

Truth is stranger than fiction and in 1952 Life Magazine ran an eight-page story on a small boy, who was part of the flotsam of war-ravaged Europe, when he found that he had two mothers. The judgment of Solomon, which the Allied High Commission has to decide is to which Mother he should belong. This film "The Divided Heart" will be sure to make box-office stars of Yvonne Mitchell and Cornell Borchers. The difficult role of the senior judge who has to decide the fate of the child, is taken by Canadian born Alexander Knox. Never has a film received such high praise from both trade and lay press.

"Out of the Clouds", starring Robert Beatty, Margo Lorenz and David Knight, a drama set and filmed in the great London Airport. The Clown Prince of comedy, Norman Wisdom, who has out-grossed every artist at the London Palladium returned in another great comedy, "One Good Turn". "Passage Home", with Anthony Steel, Peter Finch and introducing Diane Cilento, is the story of a merchantman crossing the Atlantic with a crew of 40 men and one unwelcome female passenger.

The front page story of the Mau Mau terror in Kenya — "Simba" starring Dirk Bogarde and Virginia McKenna. "The Night My Number Came Up" with Michael Redgrave and Sheila Sim, a true story by Air Marshal Goddard, which was serialized in the Saturday Evening Post and, finally, three great comedies. Alec Guinness in his first Technicolor film, "To Paris With Love", "As Long As They're Happy" with Jack Buchanan, N.B.C. Television star Jean Carson and Jerry Wayne, the leading man from "Guys and Dolls"; and "Mr. Hulot's Holiday" which ran in New York for 30 weeks and appeared on every critics' "Ten Best" list for 1954. It received a two-page spread in Life Magazine under the heading "The year's funniest film". It has

been said that when showing this film—"There will not be a dry seat in the house". "The Little World of Don Camillo" with the great French comedian Fernandel; Audrey Hepburn in "Monte Carlo Baby" and featuring Ray Ventura's orchestra; and the British film Academy award winning "Wages of Fear" which is considered the greatest suspense film ever and the Oscar-winning film "Forbidden Games" which is a French "Kidnappers".

Every facility is being made available to help the exhibitor sell his film which, together with an increased national advertising campaign will give a greater penetration and pre-selling of JARO's product. Every week for the next 52 weeks JARO will be advertising in Weekend Picture Magazine, The Star Weekly, each month in Liberty Magazine and every issue of Maclean's. JARO's Branch Managers, Graydon Matthews in Saint John, Bob Johnson in Montreal, Irving Stern in Toronto, Phil Geller in Winnipeg, Frank Scott in Calgary, Jack Reid in Vancouver and the JARO Head Office and Publicity Department are always anxious to be of service to the exhibitor, to help exploit and advertise product, to make JARO's 10th Anniversary year the biggest year ever.

60 Films Entered For Canadian Film Awards

Over sixty films have been entered in the seventh annual Canadian Film Awards competition. This was announced by Walter Herbert.

Film productions from five provinces are represented in the competition and there are six producers making their first entry in Canadian Film Awards.

Canadian Film Awards is jointly sponsored by the Canadian Foundation, The Canadian Film Institute and the Canadian Association for Adult Education. The purpose of the Awards is to encourage high standards of film making in Canada and to direct public attention to films that are made in Canada.

ONDINE

Paramount Pictures and Associated British Pictures Corporation, Ltd., will co-finance and co-release the film version of the play, "Ondine," in which Audrey Hepburn and her husband, Mel Ferrer, will repeat the roles they played on the Broadway stage.

Michael Powell and Emeric Pressburger will direct and produce and they plan to start filming in May at the Elstree Studios in London.

How to make them **HAPPY!**

875 000926 602 x 954,987
445 000 000
330 025 000

GOT A KID WHO'S GETTING PISKEY?

GOT A HUSBAND WHO OUGHT TO FORGET THE OFFICE?

Take them out to the MOVIES!

GOT A SOCIAL DEBT TO PAY?

GOT A GIRL WHO'S HARD TO DATE?

Take them out to the MOVIES!

GOT A WIFE WHO COMPLAINS SHE'S A SLAVE?

GOT A BOY FRIEND WHO WON'T GET OUT OF THE LIVING ROOM?

Theatre posters have come up with the above poster in full color, one of the best eye-catching public relations display yet. It is available as a 40 x 60 or a 30 x 40.



**HIGH
ADV**

HERBERT J. YATES

presents

Filmed in Rugged Montana
**IN GORGEOUS
TRUCOLOR**
BY CONSOLIDATED

TIMBER

starring

STERLING HAYDEN • VERA

and **ADOLPHE MENJOU • HOAGY**

Screenplay by **ALLEN RIVKIN** • Directed by

RELEASED BY

Empire-Universal

PRINTED
IN
U.S.A.

**VENTURE
AND ACTION!**



TIMBERJACK

RALSTON • DAVID BRIAN

CARMICHAEL • CHILL WILLS

JOE KANE • A REPUBLIC PICTURE

Films Limited



Songs and
Music by
Hoagy CARMICHAEL
and **Victor YOUNG**
Hear The Lancers
Sing "TIMBERJACK"

Hanging Signs May Go In Metro Toronto

Fears that the abolishment of projecting advertising signs on Yonge Street in conjunction with the completion of the Toronto subway would eventually be extended to other parts of the city have been confirmed with the announcement of Road Commissioner L. B. Allan of plans for the removal of overhanging signs by 1960 throughout the Metropolitan area.

When the subject was introduced at a municipal committee meeting, Ald. Don Summerville, manager of the Prince of Wales Theatre, protested against restrictions for theatre marquees. He suggested that the civic authorities had "gone wild" in dealing with the theatres on Yonge Street.

New Radio Station For Leamington, Ont.

A new radio station, CJSP, is scheduled to go on the air from Leamington, Ont. on Feb. 19 at 3:30 p.m.

Owned and operated by Sun Parlor Broadcasters Ltd., Leamington, CJSP will operate from sunrise to sunset on 710 kilocycles, with 250 watt power.

It will serve primarily rural and suburban markets in the area, reports A. A. Bruner, station president. John L. Moore is manager.

Loews Declare Div.

Directors of Loew's Inc. on Wednesday, February 16 declared a dividend of 25 cents per share on the outstanding common stock of the company, payable March 31, 1955 to stockholders of record March 15, 1955.

NFB Readies Move To New Montreal Bldg.

In anticipation of the first shift of staff to the new National Film Board headquarters in Montreal, some 50 employees of the NFB in Ottawa are now attending daily classes in conversational French. The classes, held during lunch hour in the Bank Street offices of the Board, are conducted by four French-Canadian employees. About 400 of the NFB's staff of 550 will move to the Montreal district of Ville St. Laurent. The first groups will leave Ottawa late this summer, with the shift scheduled for completion by March of next year.

Suzan Ball Honored By NY Variety Tent

A citation honoring Universal-International star Suzan Ball "for her great heart that enabled her to carry on under circumstances that would have ended the career of a less stalwart person," was awarded the actress at a luncheon given by the Variety Club of New York at Toots Shor's on Tuesday, February 15.

Miss Ball is now in New York with her husband, actor Richard Long, on a belated honeymoon following the completion of her first motion picture since her operation, "Chief Crazy Horse," in which she co-stars with Victor Mature.

UA's Drive Set For Last Big Push In Can.

The UA sales force in Canada, headed by Charles S. Chaplin are putting forth that extra push to make the wind-up of their drive a momentous one. Films available from UA follow.

Act of Love, Beachhead, Challenge the Wild, Gog, Adventures of Robinson Crusoe, The Golden Mask, Return to Treasure Island, Beat the Devil, Yellow Tomahawk and Overland Pacific.

Southwest Passage, Riders to the Stars, Crossed Swords, The Scarlet Spear, Witness to Murder, The Moon Is Blue, The Long Wait, Sabre Jet, Suddenly and The Lone Gun.

Apache, Operation Manhunt, Jesse James' Women, Twist of Fate, Down Three Dark Streets, Khyber Patrol, The Golden Mistress, Sitting Bull (CinemaScope) and The Barefoot Contessa.

Shield for Murder, The Diamond Wizard, The Steel Cage, Black Tuesday and Vera Cruz.

DOUBLE BILLS: Heidi and White Mena; Home of the Brave and The Men; So Young So Bad and The Prowler, and High Noon and African Queen.

Colliers Feature WB's 'Moby Dick'

The March 4 issue of Collier's Magazine will feature exclusive color photographs of Warner Bros.' "Moby Dick" motion picture, taken on location off Madeira and the Canary Islands where actual whale hunt scenes were filmed. The cover of the magazine and four inside pages will carry these color photographs, shot while John Huston was directing the Moulin-Elstree production of the Herman Melville classic.

Title of the feature is "Gregory Peck Fights the Whale."

BOOK

"BOTTLENECK"

Bottleneck is an up-to-the-minute report on the progress of the International Rapids section of the St. Lawrence Seaway project

Latest CCO release
PRODUCED BY THE NATIONAL FILM BOARD

Thru **Columbia**

Across the Country

(Continued from Page 3)

Current are *Black Widow* at the Regent, *20,000 Leagues Under the Sea* at the Capitol, and *Prince of Players*, which took over where *Attila the Hun* left off at the Odeon.

Doing above average were "The Bridges at Toko-Ri," *They Rode West* and "They Were So Young." The local newspapers are not giving the movies a break although local distributors and theatres are working for better press relations with little success to date. The papers are going overboard for TV for free and passing up movie news coverage although moving picture advertising is paying the papers plenty for space rates.

Bill Brotherton opened his new Arrow Lake Theatre at Naksup, B.C. It seats 350 and was equipped by Perkins Electric.

With a mild winter six Vancouver district ozoners have opened up. The prairie Drive-ins will not open until late April or May.

Monty Jenkins, veteran exhibitor of Red Lake, Ontario is here to see his daughter who recently made Monty a grandfather. Jack Reid, JARO manager, reports a healthy interest in the Lippert and Cardinal product now being released by the Rank exchange in B.C.

Features classified as Adult Entertainment by the B.C. Board of censors are as follows: "Convicted Woman," "Dead End," "Duel in the Sun," "One Wild Oat," "Rogue Cop," "The Westerner" and "Shield for Murder."

Chatter... That Could Matter!

By MAX CHIC

Stock wise investors are due for cash payments shortly . . . **Famous Players** have declared a dividend of 37½¢ for the quarter ending March 31 on all issued common shares, payable March 30 to shareholders of record on March 4 . . . **Consolidated Theatres** are also paying 13¢ on March 1 to shareholders of record February 1 . . . **Buffalo** premieres "This Is Cinerama" at the **Tech** on March 16 . . . the **Tech** has started large size newspaper ads in Southern Ontario dailies. **Dan Krendel's** District Showmanship Contest "Ballyhoo S.O.S." has **Art Cauley**, 1st and **Mel Jolley**, 2nd in Group A as January winners and in Group B, **George Forhan Jr.**, 1st and **Paul Turnbull** in second place . . . Manitoba exhibitors are gathering data for a brief to their Provincial Government asking for the repeal of the amusement tax . . . reports to date show a decline of 20% in theatre business.

Sam Vinsen's monthly Bulletin "Inspiration" dealing with Easter merchandising makes interesting reading . . . the Bulletin issued by **Film Arts** keeps you amused while listing valuable film trailers for every purpose.

Wannie Tyers reports that a move is a foot to establish three parking lots operated by the city, adjacent to the **Hyland** theatre . . . the **Hollywood** and **Kent** theatres as well as the **Hyland** will find this helpful . . . **Bill Moreland**, one of **Odeon's** ad creators will be fashioning a new life for himself comes March 5 . . . he is getting married . . . **Phil Stone** has started a daily program over **CHUM**, Toronto at 11.45 a.m. based on his widely-read newspaper column "All Eyes And Ears". . . the program deals with people in show business.

Ottawa Theatre Managers Assoc. held their first meeting of the year and elected **Don Watts**, President; **Frank Gallop**, Vice-pres.; Sect'y-treas., **Ken Brown** . . . the group hold monthly meetings and are planning a benefit show with proceeds to aid **Variety** . . . the **Capitol**, Listowel, Ontario, operated by **C. R. Pelton** has joined the **MPTA** of Ontario.

The Motion Picture Event Of The Week . . . the Annual Graduation Banquet of **Variety Village**, which is always a heart-warming and gratifying affair.

MGM's 'Seven Brides' Gets Top Promotion

Mr. G. B. Markell, manager of the Palace theatre, Cornwall, Ontario, distributed 1,500 throwaways promoting a Coloring Contest on **Seven Brides**. 978 of these were actually entered in the contest for children. With a 10¢ advance in regular children's admission, Markell attracted 1,700 children at a weekly Saturday morning Movie Club.

Markell also had a tieup with **Lustre-Creme** on this picture which gave him a co-op newspaper ad and five choice windows in downtown drug stores.

For **Brigadoon**, Markell promoted a full page free co-op ad in the local paper.

WHITE FEATHER

Panoramic Productions' "White Feather" in CinemaScope will open in 47 first domestic and Canadian situations this month, 20th Century-Fox announced this weekend.

The film opened at the Orpheum, Vancouver, last week, and the Palace, Calgary, February 25.

New Theatre For Edson, Alberta

Newly-opened theatre at Edson, Alta., is the **Nova**. **Abe Goldstick** is president, **Ewen Low**, vice-president, **C. Matthews**, secretary-treasurer, and **Harry Bubel**, manager. The town now has two theatres and a drive-in.

House, 50 feet by 127 feet, seats 506 and has accommodation for 20 more in its "cry room."

Five hundred persons were guests of the management at the theatre's opening and the following day 2,500 residents of the town and district, including children, viewed a free show.

Imperial Oil Review Enthusiastic On 16mm

The Imperial Oil Review in its February issue devoted considerable space and waxed enthusiastic over the job being done by the National Film Board in bringing information via film on the 16 mm. gauge to Canadians in all walks of life. It singles out the work of the Board in its development of the "film council" movement.



Albert Dekker joins **Nina Foch** and **Ed. G. Robinson** in cast of **Warner's** "Illegal," where they are doing wardrobe and makeup tests. **Columbia's** "The Bamboo Prison," premiered at Brooklyn Fox this week.

Cyd Charisse in Hollywood with husband **Tony Martin**, after completing her stint in "It's Always Fair Weather," for **Metro**. "The Pride and the Passion," is the title for **Stanley Kramer's** next production for U.A. release.

Fred Carl handed top feature role in 20th-Fox's C'Scope comedy "How To Be Very, Very Popular," produced and directed by **Nunnally Johnson** from his own script. P. A. tour for **Barbara Rush** in connection with advance promotion of **Universal's** "Captain Lightfoot," in which she co-stars with **Rock Hudson**.

"Doctor At Sea," **JARO's** next comedy for **Dirk Bogarde** now in production being filmed in **Vista-Vision** and **Eastman** color. **Danny Kaye** signs for fourth engagement at London Palladium, following this he will star in **Paramount's** story of trumpeter **Red Nichols**, titled "Intermission."

Warners sets March 9th as premiere date for their C'Scope production of "East of Eden," produced and directed by **Elia Kazan**. "Alexander The Great," **Robert Rossen's** spectacular epic for U.A. release now before the cameras in Madrid, **Frederic March** and **Danielle Darrieux** starring.

Wm. Dieterle returns to direct **Columbia's** Tech and C'Scope production "Joseph and His Brethren," with **Rita Hayworth**. The M.G.M. picturization of the life of Buddha to be named "The Wayfarer," producer **Edwin H. Knoff**.

Peter Finch, Australian actor, signed to long term contract by **J. Arthur Rank**, he is currently filming his role in "Passage Home," at the Pinewood studios.

Lana Turner has 28 costume changes in her next for **Metro**, titled "Dianne," **Herbert Marshall** draws role of **Leicester** in 20th-Fox's C'Scope drama, "Sir Walter Raleigh," starred are **Bette Davis** and **Richard Todd**, direction by **Henry Koster**.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
3rd wk. 20,000 Leagues Under The Sea (E-U) C'Scope & Tech. with Kirk Douglas.

SHEA'S
2nd week. Carmen Jones (20th-Fox) C'Scope & DeLuxe Color with Dorothy Dandridge.

ODEON
The Sea Shall Not Have Them (JARO) with Michael Redgrave and Dirk Bogarde.

HYLAND & CHRISTIE
2nd week. Lease Of Life (JARO) Eastman Color with Robert Donat.

LOEW'S
2nd week. Bad Day At Black Rock (MGM) C'Scope & Color with Spencer Tracy.

UPTOWN
Six Bridges To Cross (E-U) with Tony Curtis and Julie Adams.

UNIVERSITY & EGLINTON
The Silver Chalice (WB) C'Scope & WarnerColor with Virginia Mayo & Lorne Greene.

DOWNTOWN
The Black Dakotas (Col.) & the Bamboo Prison (Col.)

MONTREAL

CAPITOL
2nd week. Green Fire (MGM) Color with Stewart Granger and Grace Kelly.

LOEW'S
Deep In My Heart (MGM) Color with Jose Ferrer and Merle Oberon.

PALACE
20,000 Leagues Under The Sea (E-U) C'Scope & Tech. with Kirk Douglas.

PRINCESS
Cattle Queen of Montana (RKO) Tech. with Barbara Stanwyck.

KENT
The Sea Shall Not Have Them (JARO) with Michael Redgrave & Dirk Bogarde.

AVENUE
For Better For Worse. Eastman Color with Dirk Bogarde. (IFD)

WINNIPEG

CAPITOL
2nd week. Carmen Jones (20th-Fox)

C'Scope and DeLuxeColor with Dorothy Dandridge.

MET
Deep In My Heart (MGM) Color with Jose Ferrer and Merle Oberon.

ODEON
The Beachcomber (JARO) Tech. with Glynis Johns and Robert Newton.

GARRICK
Ring of Fear (WB) C'Scope and WarnerColor with Mickey Spillane.

CALGARY

CAPITOL
Desiree (20th-Fox) C'Scope and DeLuxe Color with Marlon Brando.

PALACE
Tonight's The Night (AA) Tech. with David Niven.

UPTOWN
2nd week. Vera Cruz (UA) SuperScope & Tech. with Gary Cooper and Burt Lancaster.

GRAND
Modern Times (UA) with Charlie Chaplin.

VANCOUVER

CAPITOL
2nd week. Carmen Jones (20th-Fox) C'Scope and DeLuxe Color with Dorothy Dandridge.

VOGUE
The Far Country (E-U) Tech. with James Stewart and Ruth Roman.

ORPHEUM
2nd week. The Bridges at Toko-Ri (Para) Tech. with Wm. Holden and Grace Kelly.

STRAND
Trouble in the Glen (E-U) Color with Victor McLaglen.

DUNBAR
2nd week. Romeo and Juliet (JARO) Tech. with Susan Shentall.

ST. JOHN

PARAMOUNT
20,000 Leagues Under The Sea (E-U) C'Scope and Tech. with Kirk Douglas and James Mason.

STRAND
Vera Cruz (UA) SuperScope and Tech. with Gary Cooper and Burt Lancaster.

Read Carefully ... Then Do YOUR Share!



DAILY VARIETY

Time and Place

by JOE SCHOENFELD

Hollywood and New York were linked yesterday via closed circuit radio for an extraordinary event indeed—international recognition and tribute for a public service act by an actor with a major assist from a film studio. The settings: the General Assembly of the United Nations and a Paramount projection room containing a press-industry audience. The principals: UN Secretary General Dag Hammarskjöld and heads of UNICEF, Danny Kaye, and Y. Frank Freeman, who represented his company's and the film industry's participation in the fulfillment of "Assignment Children," the eloquent 19-minute cinematic result of Kaye's Far Eastern tour as UN Ambassador at Large last year.

It was a memorable 60 minutes yesterday for Kaye, Freeman, Adolph Zukor, Don Hartman and other Paramount executives as the projection room audience heard some rare words of praise from Hammarskjöld, Dr. Balachandra Rajan of India, chairman of the UNICEF executive board, and Mrs. Guido Pantaleoni, chairman of the United States Committee for UNICEF. Hammarskjöld summed it up for the UN when he said, "We owe an inestimable debt to Danny Kaye and Paramount," and Freeman, in his opening speech to the projection room audience, expressed pride "that Paramount had the opportunity and privilege" to have had a part in "one of the greatest documents I've ever seen."

However, no words—written or spoken—can have quite the eloquence of the end result of Kaye's mission for UNICEF, which is the film itself. In graphic pictorial terms, Kaye stripped down to simple terms the basic fact that the welfare of children is a universal problem which, if solved by international cooperation, can be an important stepping stone to world peace. "Assignment Children" never preaches, yet it's an emotion-packed preaching for the protection of youngsters the world over; it doesn't solicit funds, yet it will probably raise more for UNICEF than any public drive could hope to get; it definitely is propaganda, but in the winning phrases of children's eyes, and smiles, and tears that cannot be ignored. Once in general release, "Assignment Children" may well make UNICEF the most important adjunct that the United Nations has.

While Kaye and Paramount can well be proud of the United Nations' tribute to "Assignment Children," the entire motion picture industry, including the exhibitors who will play and pay for the film, can share in their moment of glory. With this picture, the film industry's stature in the field of humanitarianism goes up several notches and it will gain new found respect.

The payoff to UNICEF in dollars will be quickly apparent, of course. But the larger payoff will be less material—the greater happiness of children and a marked contribution to world amity. Such an achievement would be outstanding for a statesman, much less an actor.

Par Expects Kaye's UN Short To Gross 650G

(Continued from Page 1)
predicted, will be between \$450,- and Paramount for their aid in in-
000 and \$500,000, on 500 prints - forming th
000 sold to UNICEF